

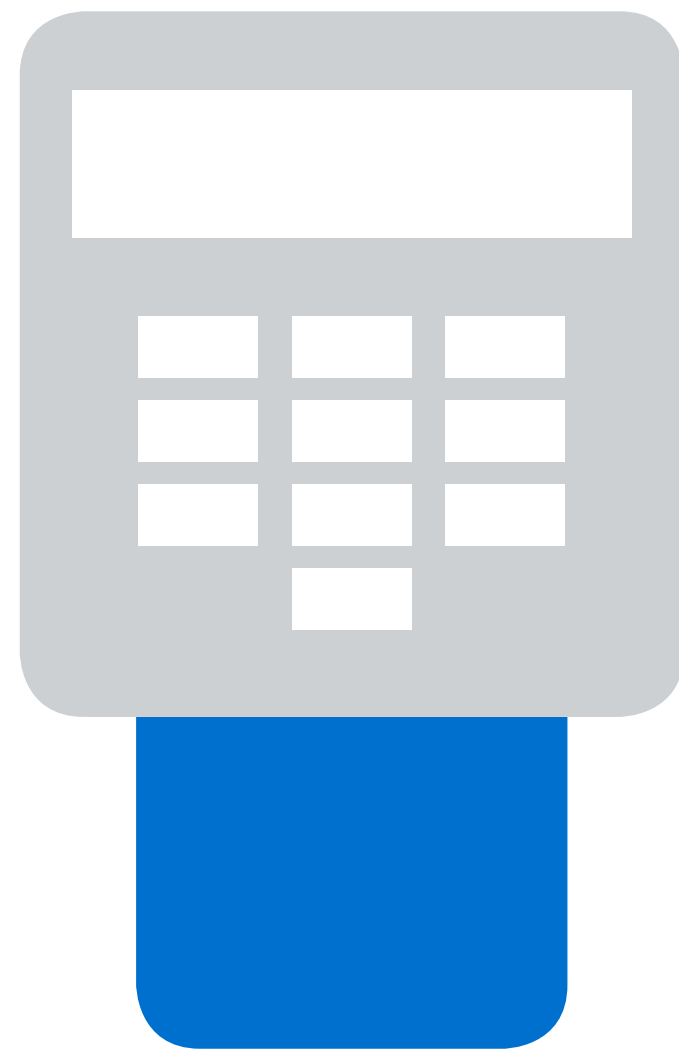
Acceptance Promotion Guide

Toolkit to promote credit card acceptance

Tips and content you can use to help make payments easier for you and your customers and let them know they can pay their way.



Let your customers know they can pay their preferred way.



When you give customers the choices they want, they reward you with their loyalty. And accepting American Express® Cards and other credit cards is a way for you to:

- Get paid quickly
- Help reduce your financial risk
- Simplify the payment process for you and your customers
- Eliminate the errors, expense and inefficiencies of paper-based payments and processes

Plus, when you welcome American Express Cards, you're welcoming higher-spending Card Members. The average transaction size of an American Express® Card Member is 1.8X that of non-Card Members.*



Use this guide to help tell them they have payment options.

Your customers won't know they can use their American Express Card unless you tell them, and the information and images in this toolkit will help you deliver that message.

Feel free to use any or all of it—just copy and paste what works best for you, make changes as you see fit, and get logos and other supplies in a few quick clicks.

* Nilson Report #1,103, February 2017. Transaction Size derived from U.S. year-end purchase volume divided by year-end purchase transactions not from individual consumer-level data. Average non-American Express transaction size includes Visa, MasterCard and Discover credit and charge cards and excludes debit volume and transactions.

Communicating credit card acceptance.

You interact with your customers in many different ways—from in-person or over-the-phone to marketing and other communications, and it's important to deliver the news that you're ready to accept their preferred way to pay. That's why this guide includes:



Point of Sale

Access to logos, signage, decals and other materials you can use to visually reinforce the message that you accept credit cards, including American Express® Cards.



In-Person

Talking points to guide your team's one-on-one conversations with customers or add to on-hold messages.



Other Communications

Short headlines and copy blocks you can add to existing emails, your website, payment pages, social channels, invoices, etc.

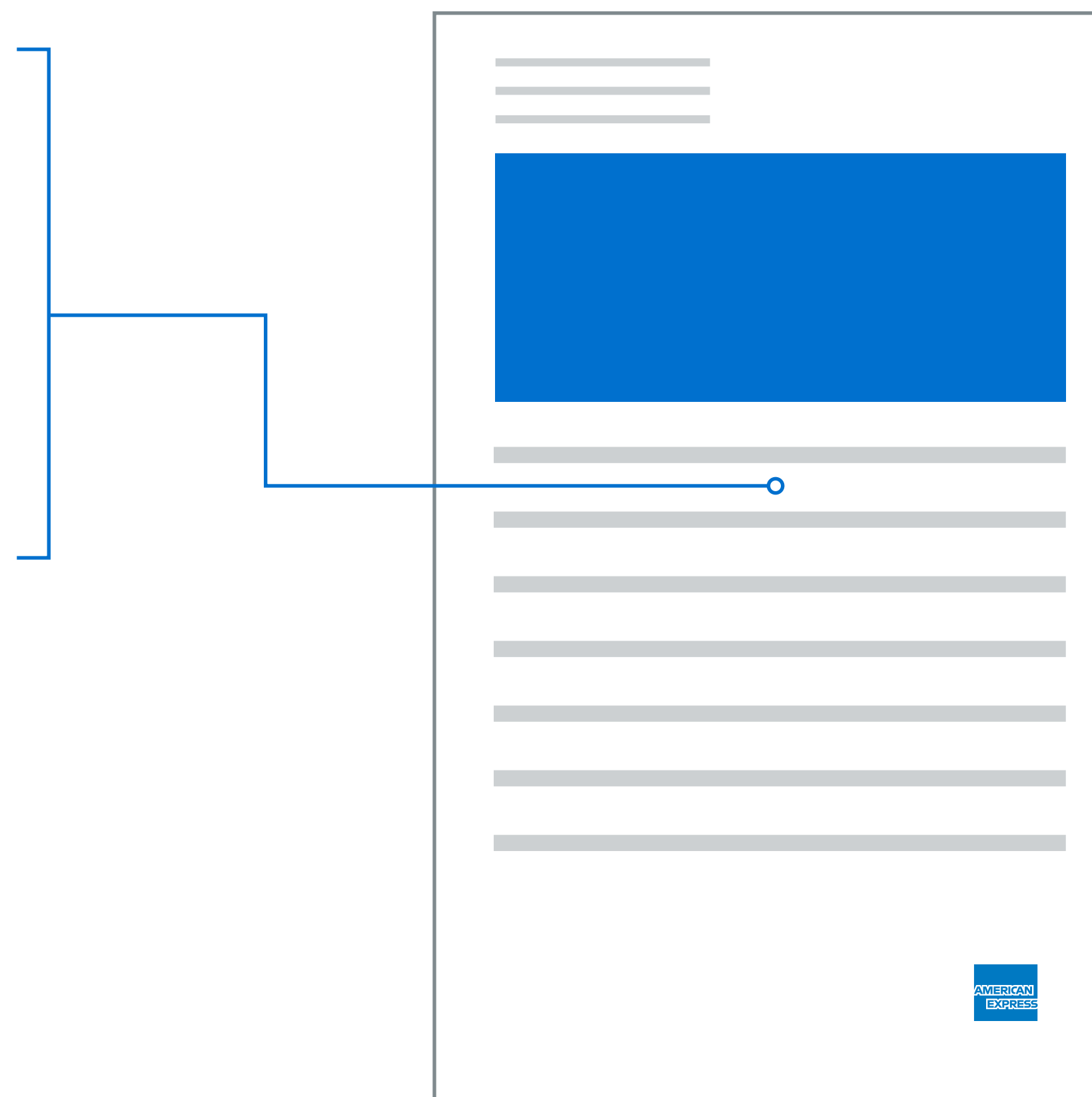
Optional email/memo to update your team.

Keeping customers happy is the key to keeping customers, so it's helpful to remind your employees of the importance of informing your customers they have payment options. You can use all or a portion of this internal email/memo to help deliver that message and keep your team informed and up to date.

Important payment reminder:

We make it easy for our customers to do business with us, so they keep coming back. That's why we offer multiple payment options and welcome all major credit cards—so our customers can pay their way.

As you interact with customers, be sure to remind them we accept [all major credit cards, including American Express® Cards], so they can choose to pay the way they want.



Please feel free to edit copy in brackets to fit your needs.



CONTENT FOR CONSUMER CUSTOMERS

HEADLINES & COPY BLOCKS

Headlines and copy options for consumers.

Delivering a simple message can have a big impact. And if you interact directly with consumers, you can add any or all of these basic announcement messages to your existing communication—like your website, emails, invoices, etc.—to help your customers know they have payment options.

Option 1:

We offer payment options.

We accept [American Express® Cards and all major credit cards] and are happy to give you choices.

Option 2:

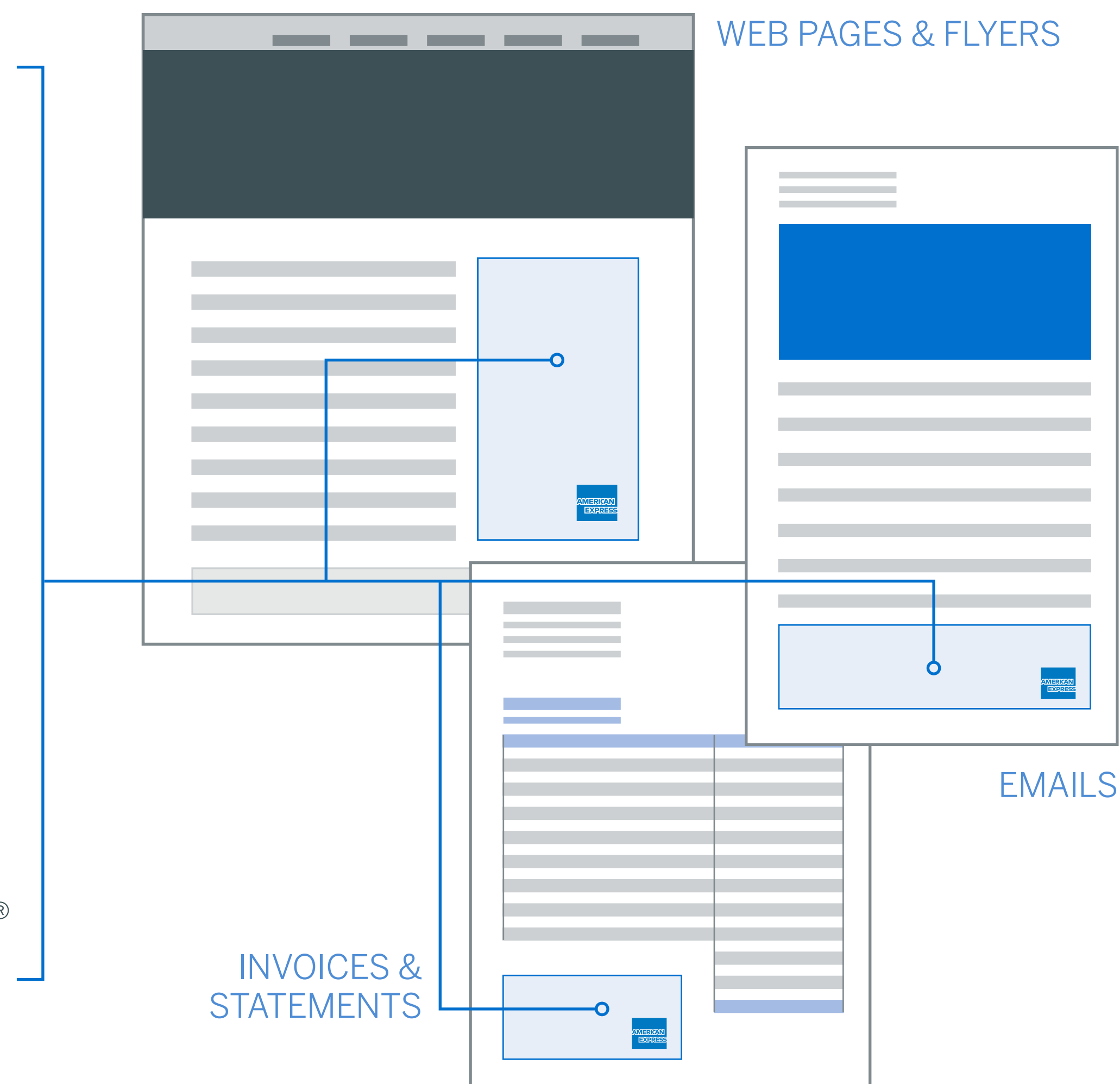
Get what you want the way you want.

We happily accept [all major credit cards, including American Express® Cards,] so you can pay for the things you need in the way that's most convenient for you.

Option 3:

We welcome your business.

We want you to have the best possible experience, and that means paying your way. So choose the card you want to use—we gladly accept [American Express® Cards and other credit cards].



Please feel free to edit copy in brackets to fit your needs.



Social post options for consumers.

You can also use your social and mobile channels to tell customers they have payment options. You can choose from these messages—and add logos to highlight the cards you accept—to post on your Facebook, Twitter or LinkedIn pages.



Tweets:

We [now] welcome [American Express® Cards and all major credit cards], so not only can you get what you want, you can pay the way you wish. More at <insert your URL>.

You can choose to pay your way. We gladly accept [American Express® Cards] at <insert your URL>.



Facebook Posts:

Getting what you want just got easier.
No matter what you need to pay for, you should be able to pay your way. We [now] proudly accept [all major credit cards, including American Express® Cards], so when you're ready to check out, you can choose the card you want to use. Start now at <insert your URL>.



Mobile Posts:

We want to welcome you to our new location at <insert address>. We also welcome [American Express® Cards and all major credit cards], so you can pay the way you want. <insert your URL>.

We're now open at <insert address>! Bring your friends and bring your [American Express® Card], because you can choose to pay your way. <insert your URL>

Please feel free to edit copy in brackets to fit your needs.



Talking point options for consumers.

If your employees interact with customers, arm them with these simple talking points, and give them options for how they can talk about payments in their conversations. Or use these talking points to add information about payment options to your on-hold message.

“ We now accept [American Express® Cards], so you can pay the way you want. ”

“ Use the card you want to use—we proudly accept [American Express Cards]. ”

“ Pay your way—we accept the cards you want to use. ”

“ We want you to have the best experience, so we welcome the cards you want to use. ”

“ We know choice is important—that’s why we now proudly welcome [American Express Cards]. ”

“ We warmly accept [American Express Cards, along with all major credit cards]. ”

“ You’re the customer—the way you pay is up to you! ”

Please feel free to edit copy in brackets to fit your needs.



Optional email/memo to update your team.

Keeping customers happy is the key to keeping customers, so it's helpful to remind your employees of the importance of informing customers they have payment options. You can use all or a portion of this internal email/memo to help deliver that message and keep your team informed and up to date.

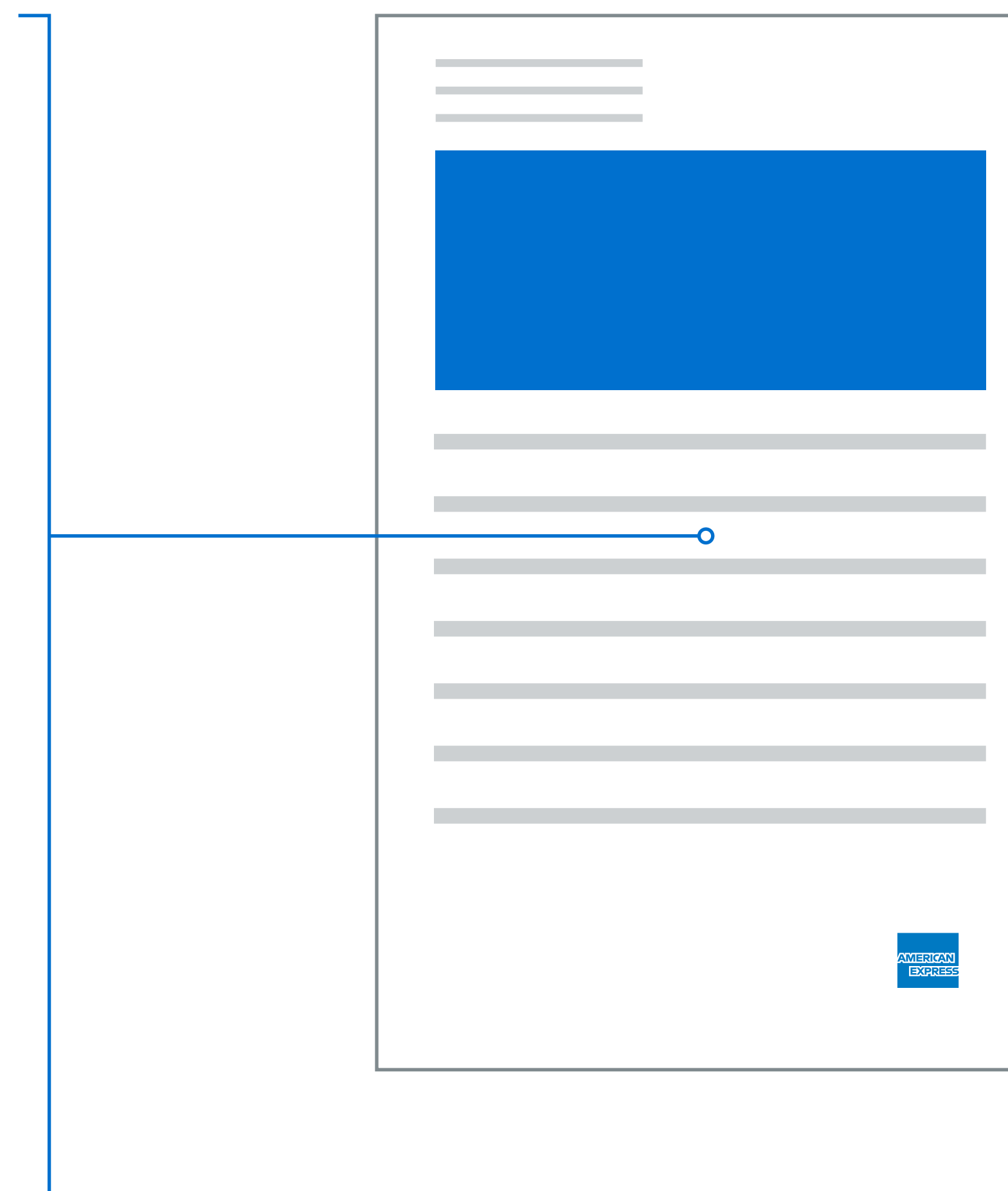
Important payment reminder:

Tell your customers they can pay with their [credit cards, including American Express® Cards], because faster, easier payments are better for business.

Here's why it pays:

1. It can help cut down on the errors, expense and inefficiencies of paper checks.
2. We can get paid quickly—reducing credit losses and turning receivables into cash.
3. It helps simplify the payment process and lets customers pay the way they want.

Remind your customers we accept [all major credit cards, including American Express Cards,] every chance you get. Put a note on an invoice, send them an email, mention it during sales calls—remind them that credit cards can cut headaches and hassles out of the payment process while increasing cash on hand.



Please feel free to edit copy in brackets to fit your needs.



Headlines and copy options for business customers.

Delivering a simple message can have a big impact. And if you work directly with businesses, you can add any or all of these basic announcement messages to your existing communication—like your website, emails, invoices, etc.—to help your customers know they have payment options.

Option 1:

Pay with plastic to help keep cash on hand.

Your credit card's billing cycle can keep more cash in your company. Just pay with your card, use the terms and let your money work for you.

Option 2:

Reduce the errors and expense of paying with paper.

Paying with [American Express® Cards or other major credit cards] can cut down on paper-based processes, costs and manual-entry errors—all while helping keep cash on hand.

Option 3:

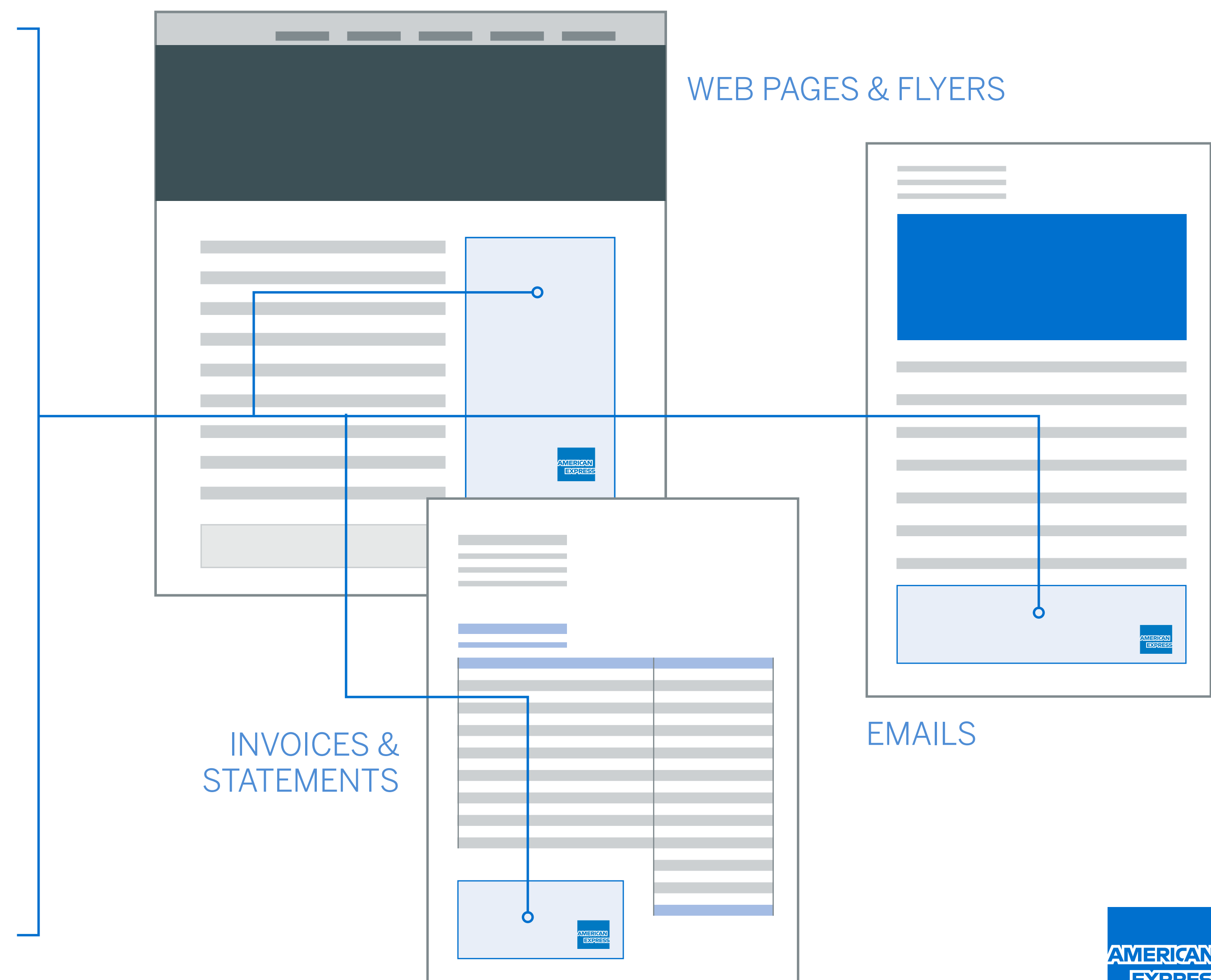
Paying is easier with American Express.

Checks mean paperwork, process and people who can make mistakes. Eliminate those hassles—and costs—by paying with your [American Express® Card or other major credit card].

Option 4:

Get what you want the way you want.

We happily accept [all major credit cards, including American Express® Cards], so you can pay for the things you need in the way that's most convenient for you.



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Social post options for business customers.

You can also use your social channels to tell customers they have payment options. You can choose from these messages—and add logos to highlight the cards you accept—to post on your Facebook, Twitter or LinkedIn pages.



Tweets:

We now accept [all major credit cards]—so you can stop cutting checks and help keep cash on hand. Start now at <insert your URL>.

You can now cut the work out of cutting checks. We accept American Express® Cards and all major credit cards at <insert your URL>.

Now you can choose to pay your way. We gladly accept American Express® Cards and all major credit card payments at <insert your URL>.



Facebook Posts:

Use your business credit card and see what you can save. We now accept [American Express® Cards and all major cards]—cutting the time and hassle out of writing checks and helping you keep cash on hand.

Pay faster, pay easier, pay with [American Express® Cards or any major card brand]. You'll strip the inefficiencies out of paper-based payment processes, and with our new payment terms, you could save a lot more than time.

Now you have another way to pay. We have new terms for [American Express® Cards and any major credit card] payments. Find out more at <insert URL>.



LinkedIn Post:

How much does writing a check cost your company? Consider the process, which takes time (meaning money), the people (who can accidentally enter costly errors), and the hassle (which can also rob you of time and money). Then figure in the fact that paying with [American Express® Cards or other major credit cards] eliminates those inefficiencies and actually helps you keep cash on hand. Start saving now at <insert URL>.

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Talking point options for business customers.

If your employees interact with customers, arm them with these simple talking points, and give them options for how they can talk about payments in their conversations with customers.

- “ Cutting out the check-writing process can save time, hassles and costs by eliminating manual entry, errors and excess paperwork. ”
- “ Your credit card’s billing cycle can help keep cash on hand and eliminate the inefficiencies of writing checks. ”
- “ The paperwork of writing checks can get in the way of progress. Use your [American Express® Card or other card brands] to speed up the process while cutting time and costs of paying the old way. ”
- “ Save time, save money, save hassle and eliminate the manual-entry errors of writing checks. Simply pay with [American Express Cards or your other cards] and get back to business. ”
- “ We want you to have the best experience, so we welcome the cards you want to use. ”
- “ We know choice is important—that’s why we now proudly welcome [American Express Cards]. ”

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